

City of Roanoke 2011 Citizen Survey



Conducted by:
The Virginia Tech Center for Survey Research



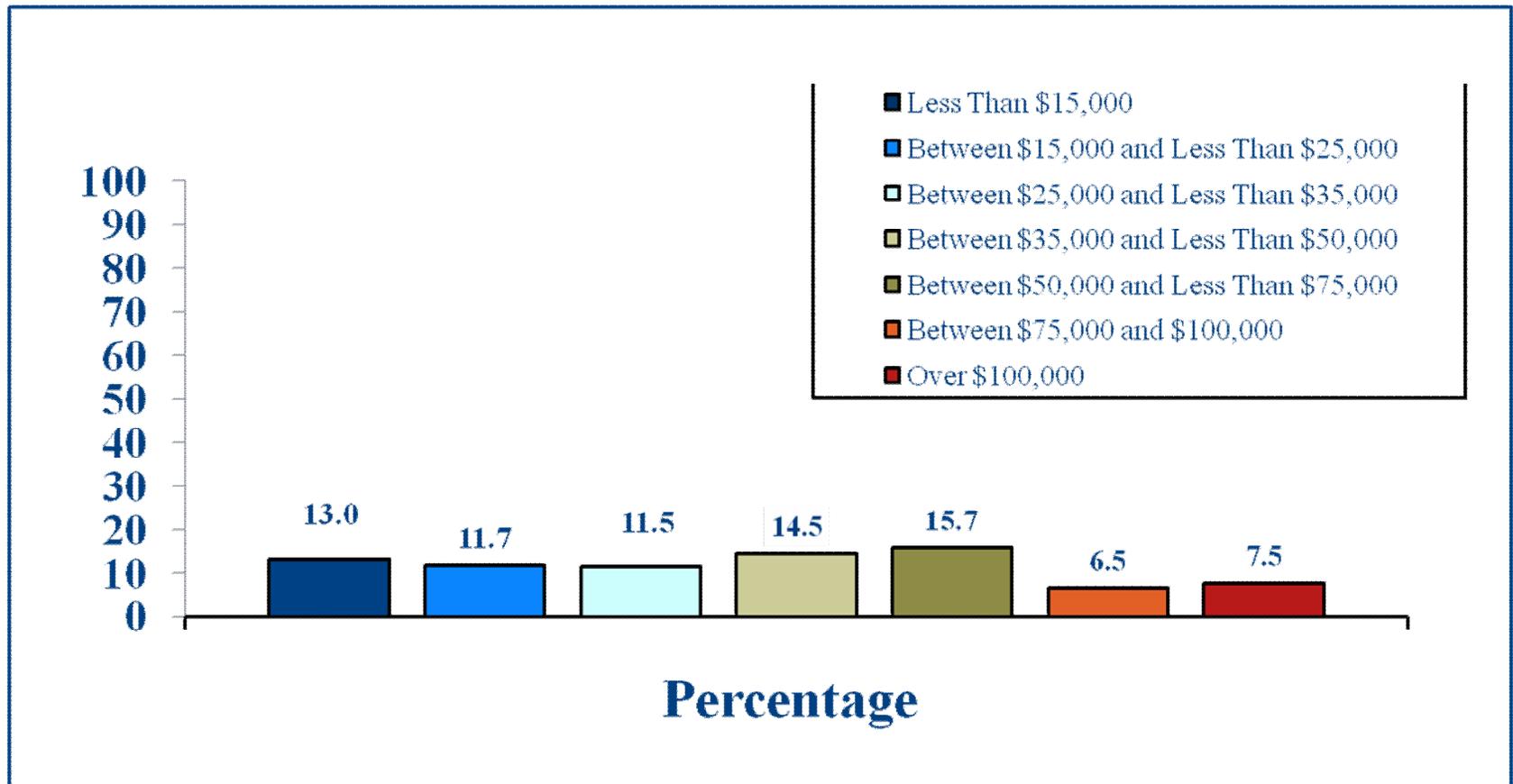
Methodology

- W Random Sampling Design
- W Survey Instrument Focus: New Items and Methodology
- W Dates of Administration: October - November, 2011
- W Survey Pre-test
- W Survey Administration Via Telephone (Random Digit Dialing)
- W 600 Completed Telephone Interviews
- W Sampling Error: ± 3.8 percent

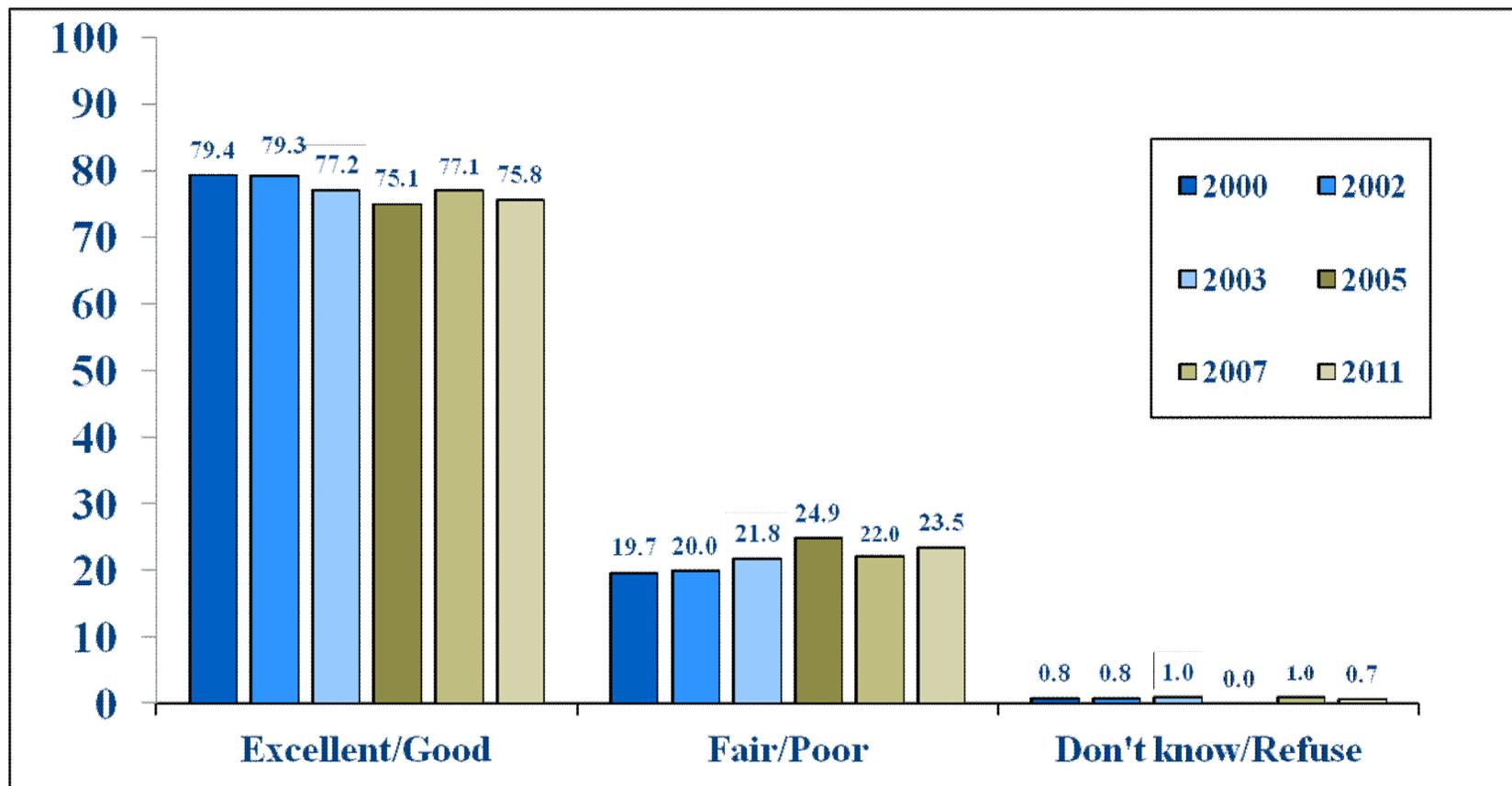
Respondent Demographics

	Population	2005 Respondents	2007 Respondents	2011 Respondents
Gender	52.7% Female; 47.3% Male	63.6% Female; 36.4% Male	65.8% Female; 34.2% Male	63.8% Female 36.2% Male
Age	50.7% <40 yrs. 49.3% 40+ yrs.	23.8% <40 yrs. 76.2% 40+ yrs.	22.4% <40 yrs. 77.6% 40+ yrs.	13% <40 yrs. 84% 40+ yrs.
Race	28.9% Black 66.5% White 1.9% Other	21.1% Black 75.9% White 3.0% Other	24.0% Black 69.5% White 6.5% Other	18.5% Blacks 74.8 White 4.2% Other
Income	67.0 % < \$50,000 33.0% \$50,000+	68.7% < \$50,000 31.3% \$50,000+	67.0% < \$50,000 33.0% \$50,000+	50.7% < \$50,000 49.3% \$50,00+

2011 Roanoke Citizens Survey Respondent Incomes



Citizen Ratings of Quality of Life in the City of Roanoke



Citizen Agreement on Roanoke Strategic Issue/Question Survey Items 2000-2011

Survey Item	2000	2001	2002	2003	2005	2007	2011
City does good job offering multicultural events and attractions.	85.5	NA	79.0	NA	79.6	74.6	86.3
Roanoke's neighborhoods are good places to live.	83.2	NA	87.4	NA	85.3	76.9	85.3
City government's greenway development effort is a valuable asset to the City and its residents.	NA	NA	NA	NA	75.2	67.6	82.7
Roanoke's transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic.	65.0	NA	74.1	NA	77.6	71.8	79.3
There is a good mix of housing types and affordability in Roanoke.	75.4	NA	77.0	NA	74.9	70.4	75.7
City government does a good job of informing/educating citizens about City services.	74.3	NA	66.3	NA	65.9	55.0	71.7

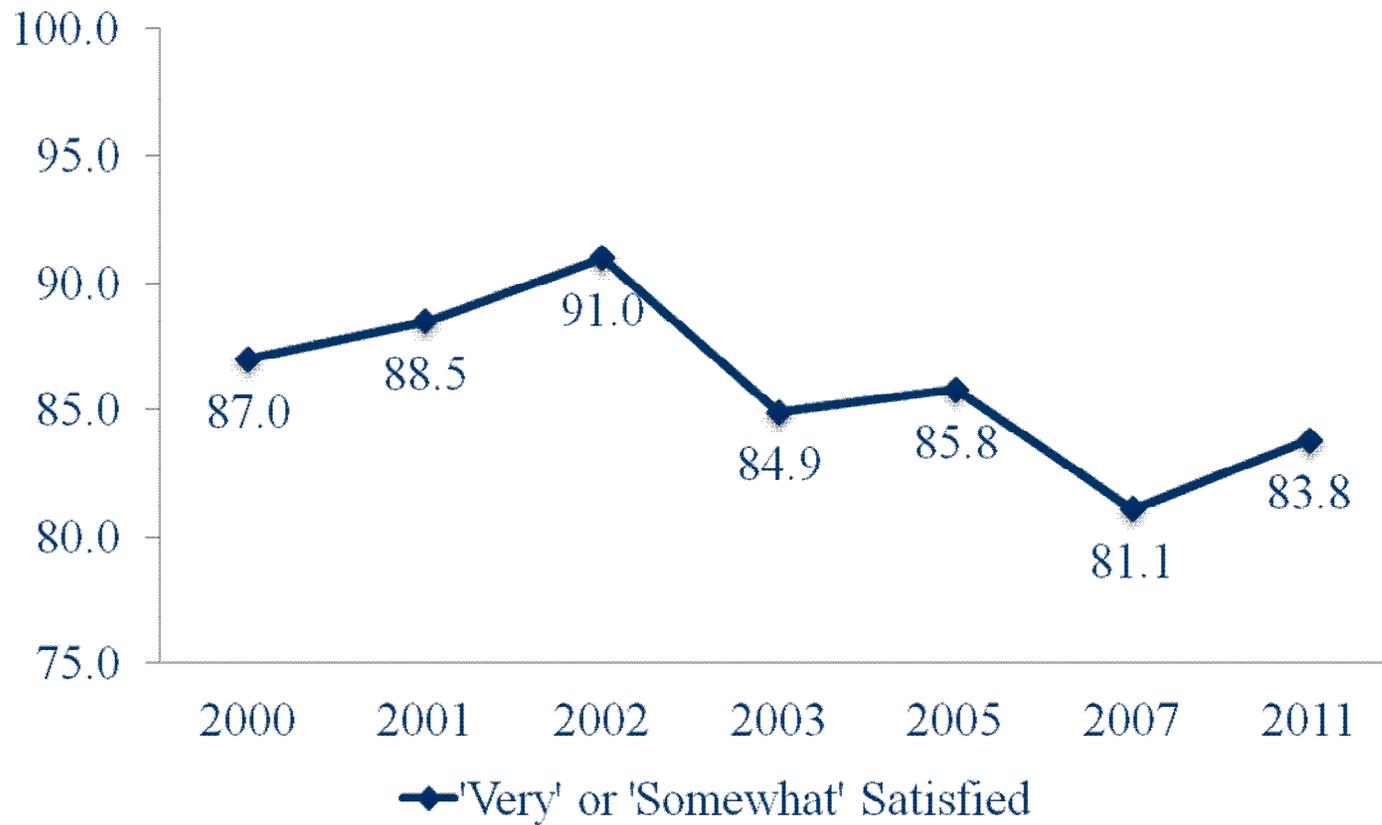
* Response Category Difference

Citizen Agreement on Roanoke Strategic Issue/Question Survey Items 2000-2011 (continued)

Survey Item	2000	2001	2002	2003	2005	2007	2011
The services provided by the City of Roanoke are worth the taxes paid by its citizens.	65.8	75.1	70.3	69.7	67.1	57.4	63.8
City government officials actively involve citizens in the business of government.	63.9	NA	65.5	NA	60.2	48.7	63.2
City government does a good job of providing health and human services to citizens who need them.	71.0	NA	72.5	NA	70.9	60.5	60.5
Downtown off-street parking (both garages and lots) is readily available.	NA	NA	NA	NA	NA	NA	58.8
City government performance is improving in Roanoke.	72.9	75.9	63.1	61.5	61.2	53.1	57.2
(City of Roanoke's support of) Educational resources and opportunities available to you and your family in Roanoke*	64.9	NA	64.3	NA	67.1	59.9	53.7
City government does a good job of focusing on the unique needs of youths.	56.3	NA	56.3	NA	49.7	39.9	50.2

* Response Category Difference

Level of Citizen Satisfaction With Overall Quality of City Services: 2000-2011



2011 City Service Ratings Compared with Importance of Service Ratings

City Service	Quality Rating	Importance Rating
The 911 emergency call center	94.4	97.0
Fire protection services	94.2	90.5
Emergency medical services and rescue	93.9	94.8
Public library services and programs	91.5	77.5
Weekly trash collection	85.4	87.0
Police service	85.0	92.6
Recycling	78.1	71.1
The condition of the City's parks, trails, and recreation facilities	78.1	55.1
The quality of Roanoke's athletic fields	75.9	51.6
The quality of events offered by the Civic Center	74.4	48.3
Animal control	73.3	68.3
Street lighting	72.4	76.8
Bi-weekly pick-up of large trash items and brush	72.3	72.0
Mowing and maintenance of City parks	72.2	53.6

2011 City Service Ratings Compared with Importance of Service Ratings (continued)

City Service	Quality Rating	Importance Rating
Valley Metro bus transportation services	72.1	72.8
The quality of the City's recreation programs	71.6	54.5
The City's marketing of its parks and recreation programs and services	70.1	50.0
Code enforcement services	65.3	60.2
City government support of neighborhood organizations	63.9	62.3
The maintenance of trees along City streets and within parks	63.7	52.2
Removal of snow and ice from City streets	63.2	87.0
Citizens getting information about City services and activities	61.4	60.4
Mowing of rights of way, street medians, and roadsides	60.2	52.0
The quality of the City's sidewalks	58.7	55.9
The City's efforts to promote environmental awareness to citizens	57.6	54.4
Transportation planning for traffic	57.4	71.0
Efforts of the City to improve the quality of housing in the City	55.9	71.5
The current level of bagged leaf collection service	54.1	57.9
Street paving, maintenance and repair	48.2	75.8

Citizen Ratings of City Services as 'Excellent' or 'Good': 2000 – 2011 (continued)

City Service	2000	2001	2002	2003	2005	2007	2011
The City's marketing of its parks and recreation programs and services	NA	NA	NA	NA	NA	68.2	70.1
Code enforcement services	NA	NA	NA	54.3	43.8	46.3	65.3
City government support for neighborhood organizations	63.9	62.9	80.1	64.3	59.9	55.9	63.9
The maintenance of trees along City streets and within parks	NA	NA	NA	NA	67.2	70.6	63.7
Removal of snow and ice from City streets	68.5	63.1	78.4	65.3	66.9	65.8	63.2
Citizens getting information about City services/activities	67.7	65.1	77.5	64.1	56.7	59.3	61.4
Mowing right of ways, street medians, and roadsides	NA	NA	84.9	72.5	66.7	68.5	60.2
Quality of the City's sidewalks	NA	NA	NA	NA	49.3	43.1	58.7
City's efforts to promote environmental awareness to citizens	NA	NA	NA	50.2	50.8	45.3	57.6
Transportation planning for traffic	57.4	56.2	67.9	53.6	48.6	47.2	57.4
Efforts of the City to improve quality of housing in City	NA	NA	NA	52.4	50.0	50.0	55.9
Current level of bagged leaf collection service	NA	NA	NA	74.9	71.6	73.7	54.1
Street paving, maintenance and repair	52.2	51.2	63.8	48.2	40.4	42.7	48.2

City Services Rating Change Since 2007

(Citizen Ratings of 'Excellent' and 'Good' Combined)

At Least a 5 Percent Increase

- Police Service (6%)
- Quality of Roanoke's Athletic Fields (17%)
- Quality of Events Offered by the Civic Center (23%)
- Animal Control (6%)
- Code Enforcement Services (19%)*
- City Government Support for Neighborhood Organizations (8%)
- Quality of the City's Sidewalks (16%)**
- City's Efforts to Promote Environmental Awareness to Citizens (13%)
- Transportation Planning for Traffic (10%)
- Efforts of the City to Improve Quality of Housing in the City (6%)
- Street paving, maintenance, and repair (5%)

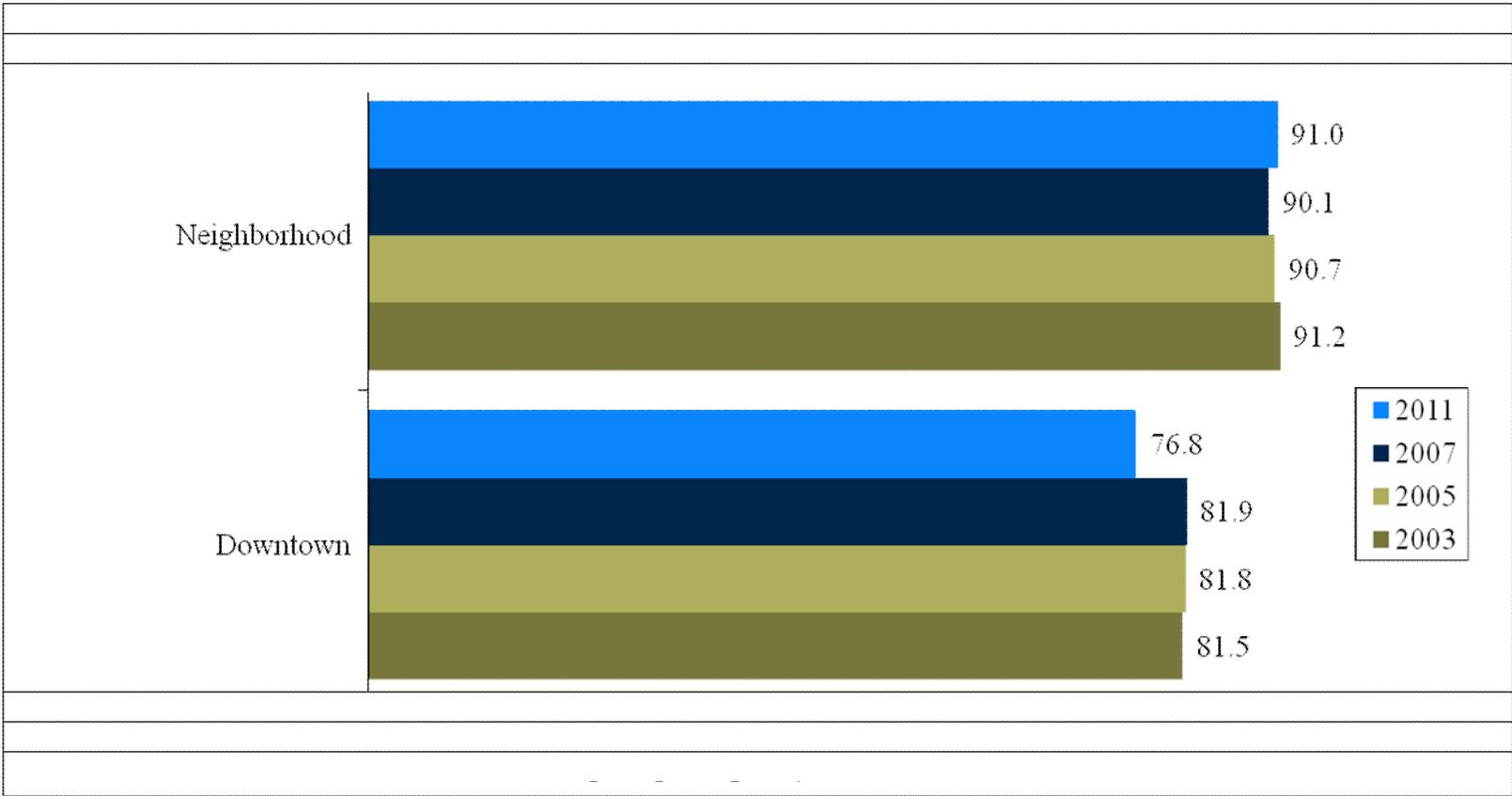
At Least a 5 Percent Decrease

- Mowing and maintenance of city parks (-9%)
- Maintenance of trees along City streets and within parks (-7%)
- Mowing right of ways, street medians, and roadsides (-8%)
- Current level of bagged leaf collection service (-20%)

*Item was "code enforcement" in 2011 and "enforcement of property maintenance codes and other nuisance codes" in 2007

**Item was "the quality of the City's sidewalks" in 2011 and "maintenance of City's existing sidewalks" in 2007

Feelings of Safety in Roanoke: 2003-2011



City Government Customer Service Ratings: 2000-2011

Percentages Combine Response of 'Strongly Agree' and 'Somewhat Agree'

Survey Item	2000	2001	2002	2003	2005	2007	2011
City government employees are generally friendly, courteous, and helpful	86.8	87.9	85.4	86.2	88.9	82.1	85.5
City government employees provide prompt service	74.4	77.2	77.4	73.3	78.0	67.9	73.3
It is easy to contact the appropriate City government office when you need a particular service or have a question	72.3	70.9	70.1	68.2	66.7	61.5	70.3
City parking facility staff are generally polite and responsive	NA	NA	79.6	73.3	75.4	67.0	65.7



Questions and Comments